Merchandising An

On the contrary, sound merchandis-

ing is more than ever a public service

that will elicit a new, eager respon-

siveness from the customers of every

manufacturer and retailer in this coun-

The right kind of merchandising

represents to the progressive merchant,

in the changing conditions of today's

E. J. POAG

Assistant General Sales Manager,

Dodge Division, Chrysler Corporation

Practically every commodity, that

economically.

sold today is expected by the buyer to

The buyer wants to know as much

as he can about any product in which

that gives him all the facts, that en-

ables him to make the best possible

which alone is essential to success un-

der conditions governing current busi-

he intends to buy has the power, speed,

The merchant must study his pro-

spective customer's needs. He must

know-and not guess at-the exact

size and type of truck and all the

the job in question efficiently, depen-

dably, and to stand up in that particu-

lar type of service over the longest

American truck operators for years.

It is the type of merchandising that

less merchandising is as sound in every

respect as the product for which it

period of time.

it cannot succeed.

job he knows the truck must do.

Essential Service

Says E. J. Poag

handising.

NATIONAL RED CROSS CHAIRMAN TO SPEAK AT CHICAGO MEETING



Norman H. Davis, of Washington, D. C., National Chairman of the American Red Cross, will address delegates from Illinois' 126 chapters at a Red Cross state convention, Hotel Stevens, Oct. 24. Annual Roll Call plans will be discussed for meeting state membership objectives, greatly increased because of expanding services of the Red Cross in national defense and foreign war relief.

Norman H. Davis Red Cross Speaker

Norman H. Davis of Washington, D. C., chairman of the American Naluncheon meeting of the Illinois State Beatty to direct the USO Programs Red Cross Roll Call Conference at the for Waukegan, Highland Park and Stevens Hotel, Friday, October 24, it Highwood, effective October 15, by has been announced by James B. For- the National Y.M.C.A., charged with gan, chairman of the Chicago Chapter, assingning women directors for USO which will be host to delegates from units throughout the country. other Illinois Red Cross chapters.

An attendance of 1,000 Red Cross Poll Call workers is anticipated at the conference. Registration will begin at 9 o'clock with the morning session scheduled to open at 10 o'clock. The luncheon meeting will begin at 12:30 o'clock sharp. Fred A. Winfrey, Midwestern Area manager of the American Red Cross, and other national officials will be on the program.

Mr. Forgan will preside at the Service for friends and relatives here luncheon meeting and Monsignor to visit service men at Ft. Sheridan. Thomas V. Shannon, of St. Mary's This service includes a complete listing Church, Lake Forest, will offer the of available rooms, permanent and invocation. Guest speakers at the con- transient, in local homes at a minimum ference will include Major General rental. No fee is charged for this ser-Joseph M. Cummins, commanding of- vice. Miss Ames will appreciate the ficer of the Sixth Corps Area, and names and addresses of people who Roymand Kelly, Sixth Regional De- have available rooms in the commufense Director.

Y. W. C. A. Scavenger Hunt

The Scavenger Hunt will start at 8 p.m. from the Y.W.C.A., 374 Laurel Avenue. Following the hunt refreshments will be served in the Recreation Room, followed by indoor games and a short informal meeting. Miss Marian Hayward, president of the Emanon club, is in charge of the arrangements.

New Club A newly organized group of Freshman and Sophomore girls will meet at the Y.W.C.A. at 4 p.m., Wednesday, October 22, to elect new officers for the coming year. Any Freshman or Sophomore girl wishing to join this group should get in touch with the Y.W.C.A. immediately.

Dessert Bridge The general public is invited to attend a Dessert Bridge at the Y.W.C.A. on Thursday, October 23rd, 1:30 p.m. This party is being sponsored by the "Y" Mothers' Club. Mrs. Cora St. John is in charge of the arrangements.

Hallowe'en Dance A pre-Hallowe'en Dance will be held in the Assembly Hall of the Y.W. C.A. from 8:15 to 12:00 p.m., Saturday, October 25th, at which time the Emanon League and "Just Us Girls" Club will serve as hostesses to 60 young men from Ft. Sheridan.

Christmas Service "Just Us Girls" Club met October 16th at the Y.W.C.A. for an informal meeting, at which time the members decided to dress dolls for Christmas distribution. The dolls will be furnished by the H. P. Social Service Committee. Miss Margery Maecthle is president of this organization.

U. S. O. Program Announcement has been made of the tional Red Cross, will address the appontement of Mrs. Grace Hoover

> Miss Helen Gilbert has been appointed to assist Mrs. Beatty in the North Shore Area, and will be stationed at Waukegan.

On October 24 a meeting will be held at the USO Center in Highwood, to be attended by members of the various

Room Registry During the past few months Miss Gertrude Ames, House Secretary of the Highland Park Y.W.C.A., 374 Laurel Avenue, has carried on a Housing

Washington, D. C. AN INSIDE STORY

Word trickling back to the diplomatic corps from Germany indicates that Hitler is beginning to realize that the United States means business, and that he made a tragic mistake in not accepting the advice of his more conservative diplomats who warned him of this in the first place.

In fact, the inside story, which now can be told, is one of the most tragic of the war. Possibly if it had not been for overweening personal jealousies the war might even have been prevented.

What happened was that when Hans Dieckhoff, German ambassador to Washington, returned to Berlin in 1938, he brought back a strong report that the United States would enter the war eventually if Germany became the aggressor. He was ready to warn that Germany faced a repetition of 1917-18. But Foreign Minister Von Ribbentrop would not let him see Hitler.

Ribbentrop, probably the most ambitious man around der Fuehrer and a great friend of Himmler, wanted to be the funnel for all advice going to Hitler. Also he was feeding him his own kind of aggressive advice, not the cooling caution of Ambassator Dieckhoff.

In the same cautious school with the ambassador were Baron Von Neurath, recently ousted as governor of Czechoslovakia because of his moderate views; Hjalmar Schacht, governor of the Reichsbank, now in virtual retirement; and Capt. Fritz Wiedemann, Hitler's former commander and more recently consul general at San Francisco. Even Field Marshal Goering was much more moderate than Von Ribbentrop.

Czech Putsch Delayed. It was Captain Wiedemann, who, around May, 1938, chiefly persuaded Hitler not to invade Czechoslovakia. He was then Hitler's military aide and attended a meeting of der Fuehrer's inner advisers at which general staff advised caution. Finally Hitler, exasperated, threw up his arms and ordered them all out of the room. But Wiedemann stayed behind, and finally persuaded his chief to delay the march into Cezchoslovakia at least until the fall of 1938which was done.

Later, it was Wiedemann and his moderates who persuaded Hitler to receive Chamberlain and Daladier at Munich. But by this time it was too late for Ambassador Dieckhoff to tell his story.

Riebenuop never forgave Wiedemann for this. Also his vaunting ambition would permit no rival close to Hitler. So, shortly thereafter, he got Wiedemann transferred to a distant and relatively unimportant German consulate in the U.S.A. Later when Wiedemann was deported from this country, it is significant that Ribbentrop once again transferred him as far as possible

The foreign minister of Germany wants no moderates around.

. . . ANYTHING CAN HAPPEN

ship disembarks a load of Nazi sailors and turns them over to the justice department to be tried on charges of "piracy."

It is even possible that in the "haul" may be an armed Nazi raider or two that had been operating down Brazil way.

Anything may happen these eventful days since the President enunciated U. S. determination to maintain freedom of the seas, and branded Nazi submarines and surface raiders in American waters as "pirates." Armed Nazi ships are prowling American waters and the U. S. navy has its orders.

It can be revealed that neither the justice nor war department would be surprised if they had some "pirate" seamen and "pirate" craft to deal with soon. Both have been quietly studying for a week the law and precedents concerning such an eventuality.

The war department enters the picture because under the law all war prisoners landed on U. S. soil come under custody of the army. However, the U. S. is not at war, so there is doubt over the army's jurisdiction.

No final decision has been reached, but the consensus of the legal experts is that any such "pirates" should be turned over to the justice department.

One suggested procedure is that the Nazis be landed at a U. S. port and then jailed by the justice department as aliens without passports. But most of the legal authorities contend that the Nazis should

overwhelmingly defeated the leftist clique which for several years has controlled the national offices of the union. The entire group was cleaned

Sheridan road left Monday for Hous- Mr. Hines was an usher. ton, Texas, where they will spend the A wedding breakfast of 40 was

underwent an appendectomy at the Highland Park hospital Wednesday. He is getting along nicely.

Deerfield Locals

The Mutual club met at the home of This is no time to let down on mer-Mrs. Chester Wolf, West Deerfield Road, Thursday evening.

> Miss Louise Huhn entertained Presbyterian Curcle One at her home of Deerfeild Road, Tuesday afternoon.

Mr. and Mrs. William B. Meyer, Forest avenue, spent the weekend in Detroit, Michigan.

his opportunity-his greatest assurance The Deerfield unit of the American Legion auxiliary met at the Holy Cross parochial school Monday evening. Mrs. Carl Scheer is the president.

> The women of the Holy Cross Catholic church will hold a rummage sale in the vacant building west of the post office, Thursday, Friday and Saturday of this week. Mrs. Hubert McGuire is in charge of the sale, assisted by Mrs. John Welch and Mrs. Leslie Behrens. Saturday the women will sponsor a bake sale in the A & P store.

Mr. and Mrs. Robert L. Johnson have returned from a vacation spent in Lexington, Ky.

Chester Wolf and a party from Wheeling are fishing at Eagle River,

Mr. and Mrs. Reuben Davis, Des Plaines spent Friday at the home of Clarence Scott, Todd Ct

Mrs. C. M. Willman, Greenwood serve longer, more efficiently, more avenue, was hostess at a luncheon at her home Friday.

Mrs. James Gray was hostess to he invests his money. Merchandising the members of the Independent Social club at her home Wednesday afternoon. The annual dinner for husbands investment, is the sound procedure of the club members will be held Friday night at Briargate Golf clubhouse.

The Deerfield-Bannockburn Unit of No better example can be found the British War Relief Society layette than the merchandising of motor sewing group met Monday afternoon trucks. A truck is strictly an implement at the home of Mrs. Charles W. Allen, of business and industry-an essential Bannockburn. Mrs. Allen and Mrs. utility. The purchaser of a motor truck | Charles E. Piper are co-chairmen of wants to know definitely if the truck the unit.

The Deerfield Chamber of Comcapacity and maneuver-ability for the merce will meet this evening at Briargate Country Club.

Mrs. George Belles, Clinton, Iowa, visited her sister Mrs. Lillian G. Jones, at the Harry E. Wing Home, Pine equipment the vehicle must have to do Street, last week.

Mr. and Mrs. Otto Trute have named their new son Lawrence Allison. Mrs. Trute has returned home from That is the type of public service the Highland Park hospital, but the that the merchandising of Dodge Job- baby will remain in the incubator for ated trucks has been rendering to a time.

Mrs. Clark Banker, Jackson, Michidovetails with the nation's needs for gan, is visiting her mother, Mrs. Miladequate defense transportation. Un- dred Love Gunckel.

Miss Ann McNamara, Chicago and serves as the medium of distribution, George Emmett, Deerfield, were married Saturday morning at the Holy Cross Catholic Church. Rev. J. V. Murphy officiated. They will reside in the Alex Willman apartment.

The Bethlehem Evangelical church will have a "Mystery Pal" party, Thursday, October 30. Mrs. Clifford Don't be surprised if a U. S. war- "And though you be foolish or though and Mrs. James Russell compose the Morgan, Mrs. Orville Enderbrock, arrangements committee.

> Mr. and Mrs. E. H. Selig spent Saturday evening in Glenview with Mr. and Mrs. Emory Bleam.

> Mrs. Edwin Palmer, Central avenue entertained the members of her bridge club Wednesday afternoon.

Mrs.-W. A. Walton entertained the Deerfield Sewing Club at her home chology is more important than that yesterday afternoon in Kenosha, Wis-

> Miss Ethel Jean Selig spent the weekend in Berwyn with friends.

Mrs. Paul Hunter, Westgate road. entertained guests at luncheon at her

Anne Curley Weds at St. James Church

Mr. and Mrs. Patrick Roach of 130 literature later in life. They bring to Pleasant St, announce the marriage of their niece, AnneCurley, to Michael which characterizes all great literature. Walsh of Chicago which took place Saturday morning at St James church at a nuptial high mass. Father Ward

The bride wore a white satin dress and a long bridal veil with a crown of orange blossoms and wore white satin slippers and carried abouquet of white carnations and white roses. Her maid of honor was Mary Roach Hines, cousin of the bride, who wore a blue satin dress and blue hat with a long veil and wore whiter satin slippers and carried a bouquet of pink roses and Mrs. Florence Thorsen and son, carnations. She was given in mar-Kenmore, of Evanston have taken the riage by he uncle, Patrick Roach. Mi-A. L. Blair home, 453 South Sheridan chal Meelchrone of Chicago was best road, for the winter. The Thorsens are man for Mr. Walsh. Mrs. Roach, aunt of the bride, wore a blue dress Mr. and Mrs. A. I. Blair, 453 South with a corsage of carnations and roses,

> held at the home of Mr. and Mrs. Roach and a reception in the afternoon for relations and friends.

After their honeymoon they will live in Chicago on the north side.



THIS WEEK

NEWS

By LEMUEL F. PARTON (Consolidated Features-WNU Service.)

TEW YORK.—During his 16 years in the house, Representative Lindsay Warren of North Carolina used to lie back in his chair with his eyes closed, Deceptively Sleepy seemingly Eyed, Warren Is asleep. But Alert as Watchdog he never was. When he snapped into action, his mates noted that he had missed nothing of even the most complicated goings on. To them he was known as "The Fox."

Similarly, not much has been heard of him since he became comptroller general two years ago, but here he is suddenly in action with a brief against the National Youth administration, accusing it of playing politics to keep up its membership rolls and get appropriations. Characteristically, he goes into de-

Bulky, bull-necked, pompadoured and of a general leathery makeup, Mr. Warren liked to go fishing in old clothes at Hatteras or Kitty Hawk. He didn't want to be bothered with this comptroller general job, although it pays \$10,000 a year for 15 years. His predecessor, the penny-pinching John Raymond McCarl, who once nicked' a pullman berth item on General Pershing's expense account, was known as "the watch dog of the treasury." Mr. Warren didn't want to be a watch dog, and after Mr. Mc-Carl quit, in 1936, President Roosevelt offered Mr. Warren the job three times before he took it.

One of his three children, Lindsay Jr., aged 16, is ailing. The importance of getting the best medical care for the boy, and his desire for a permanent home is said to have induced him to accept. He had been one of the most popular men in congress, and watch dogs aren't altogether popular.

His post carries more power than almost any in the federal job portfolio, although no quiz entrant would be apt to list it.

He passes on government appropriations, audits governmental accounts, settles claims and in numerous other ways polices hidden or furtive charges in federal expenditures. He had valuable training for this in his long experience as chairman of the house committee of accounts.

He is 51 years old, a native of Washington, N. C., up "through channels" in politics, as county attorney and state senator. He has been regarded as one of the ablest political strategists of the Democratic party. Furthermore, there is a legend that he once trimmed the President handsomely in a weekend poker game. Being deceptively sleepy-eyed, and at the same time alert makes him a formidable poker player.

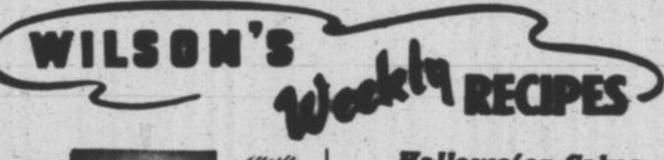
D EINHARDT HEYDRICH, setting N up drumhead justice in the former Czech provinces, with more than 100 executions to date, has improved Heydrich Possibly greatly on the compar-Has Cost-Finding atively loose System on Killings and casual techniques of the Germans after the Franco-Prussian war.

In the latter instance the French Francs Trireur gave the Germans a lot of real trouble. The reprisals were ruthless and widespread, but unsystematic, and quite amateurish compared to Heydrich's highly professional exploits, for the fatherland and the iron heel.

Old Baron Constantin von Neurath, whom Heydrich succeeds as "protector" in the Czech region, liked to shoot wild boars, but held back on shooting too many people. So they give a younger man a chance. The new "protector" was Hitler's fingerman in the 1934 blood-purge, one of his principal victims being his friend Ernst Roehm, with whom he had risen to Nazi party eminence in the SS organization. They immediately afterward made him director of the Berlin office of the Gestapo.

As he rose in the Gestapo, Heydrich established precise and up-todate methods for killings and may-

It was in 1938, when the Gestapo took on the activities of the "International Criminal Police commissior," that he foreshadowed the wider outreach of his espionage system. He said: "We are aware that the criminal activities of the world can only be fought internationally." It was reported at the time that in his office there was built up a dossier on "criminals" all over the world, who had spoken disrespectfully of Nazi Germany. One exploit which won him increased power was filching Schuschnigg's private attere and papers.





Getting more for your money in shortening is an easy way to help make your food money go further. So I'm happy to bring you news of a new allpurpose vegetable shortening which makes pie crusts extraflaky and cakes extra-tender. moist and light. This shortening has been kitchen tested by experts, every batch of it (to make your results just that much more sure-fire). It needs no refrigeration. In fact, it's got everything the more expensive shortenings have, except the price. Its name is easy to remember, too-BAKE-RITE.



P. S. I forgot to tell you that every can of BAKE-RITE brings you a booklet of my special recipes. Hope you enjoy using them.

. . .

HALLOWE'EN SUPPER Sausage-burgers

Potato Chips Hallowe'en Cakes Cider



Hallowe'en Cakes 12 cup BAKE-RITE 34 cup brown sugar

1 Clear Brook Egg, beaten 1% cups cake flour

1 tsp. baking powder 1/4 teaspoon each soda, cinna-

· mon, cloves and salt 1/2 cup sour milk

Cream BAKE-RITE, add sugar, then beaten egg; then add alternately the dry ingredients (mixed together) and the milk. Bake in muffin tins in a moderate oven till done. Frost with melted chocolate.



SAUSAGE-BURGERS Fry 2 pounds of Wilson's Cortifled Pure Pork Sausage Links. Serve in toasted and buttered buns. These delicious sausages contain no filler-just choice pork meat.



For each person to be served reserve 3 links of Wilson's Certified Pure Pork Sausage, 1 shoulder lamb chop, 2 slices of Wilson's Certified Bacon, and I slice of canned pineapple. Preheat oven to 400° F. The chops and sausages require about 12 minutes per side; bacon and pineapple, 4 to 5 minutes per side.



See you next week. G. R.

The Wilson label protects your table

from Berlin-this time to Tientsin.

be dealt with squarely as buccaneers. CAPITAL CHAFF In a direct membership election, the American Newspaper Guild has

out and a militant anti-Red slate elected. Cordell Hull has a new car, a long sleek limousine, but without either radio or heater. Quoted at \$2,615 for the retail trade, the car cost the government only \$1,800. Also gas costs only eight cents a gallon.

Library

Fairy Tales

you be wise With hair of silver or gold You could never be young as the

fairies are And never as old." Rose Fyleman

Do we generally recognize and appreciate the values our old fairy tales There is no philosophy that is deeper than that which underlies some of these stories, and certainly, no psy-

which is so well illustrated in the best consin, at luncheon, As aids in developing imagination, which needs particular attention during the present time, the fairy tales are invaluable. Properly chosen the fairy tales cultivate the sense of humor, equally important through times of home Wednesday afternoon. distress. In many cases they will satis-

fy the child's natural longing and furnish a much needed outlet for pentup emotions. In addition, the fairy tales will build a foundation for appreciation of real the child the beauty and the magic Fairy Tales-Andersen.

East of the sun and west of the moon -Asbjornsen officiating. Arabian nights. Seven peas in a pod-Baily.

Firelight fairy book-Beston.

English fairy tales-Jacobs.

The blue fairy book-Lang.

Household tales-Grimm.

Pepper and salt-Lang. King of the Golden River-Ruskin, former Highland Park residents.

Dan McNeil, 717 Glencoe avenue,